

# Funnels

The following is the mission from the daily webinar:

## MISSION

### MAP OUT A "FUNNEL"

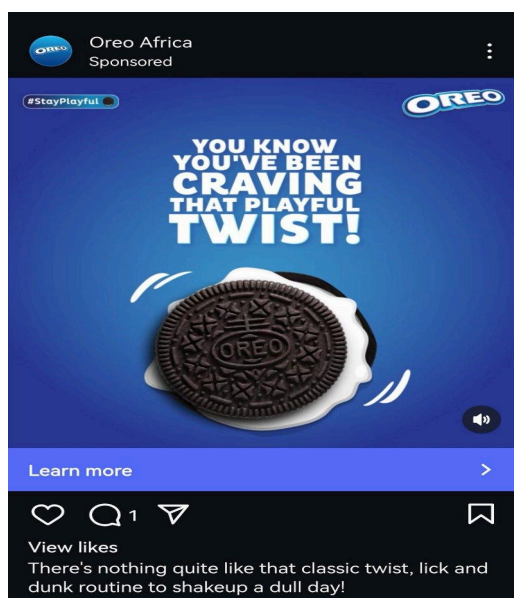
- Go find a business online
- Map out the steps in their customer acquisition funnel on a piece of paper
- List out any "moves" they use at each step to grab attention or raise levels from the "Will They Buy?" diagram



Here are my examples:

#### 1. Oreo Africa

I came across a sponsored Oreo ad while scrolling through Instagram. They used *visual imagery*, *playful animation* and *music* to capture my attention and get me to stop scrolling. Upon clicking the link, I was directed to their IG profile. Their intent seems to be to gain new followers as the profile only has 2 posts and less than 100 followers.



## 2. AmPLY Stores



I came across a sponsored ad for construction equipment while scrolling through Instagram. They used large *imagery* that clearly showcased the product, its price, and a phone number. Upon clicking the link, I was directed to the product page on their website

On the product page, they used **price anchoring (increasing desire)** to make the potential customer feel like they are getting a good deal/discount. Furthermore, they increase desire by offering same day delivery (if ordered before 4pm), and lowering risk to the buyer by mentioning payment can be made **after delivery** (increasing trust in the company).



## PAY ON DELIVERY NATIONWIDE

Same-day dispatch if you order before 4 p.m. and next-day otherwise.

Within Nairobi and Kiambu, we send a rider to deliver to you and pay upon delivery.

Outside these areas, we use Speedaf courier services.

You are required to Pay on delivery countrywide.

Delivery is 300 to 800 Countrywide depending on your location.

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Buy Goods & Services

**FILL IN YOUR ORDER &  
SUBMIT ORDER**